

Cafeteria Improvements Committee

Focus Group Results Briefing to
Exchange Food and Beverage Staff
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Focus Groups -- Background

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 - The Langley Exchange Council has been working to improve the Food and Beverage Branch. These improvements are the result of customer feedback and overall sales indicators. In the summer of 2008, the Exchange Council conducted a Center-wide electronic survey about customer likes and dislikes. The survey results were overwhelming – over 600 responses from across the Center! These results were analyzed, and several areas merited further discussion. Several focus groups were scheduled to provide more in-depth feedback to several areas.

Focus Groups -- Background

- 4 focus groups from general LaRC population
- Jan. 15 + 30
- Feb. 10 + 12
- Several “write-in” submissions and comments (from those who were unable to attend)
- Randy Cone attended each focus group and provided HIGHLY valuable context, input, comments

Focus Groups – Overall Impressions

- If we consider the focus group attendees as representative of the Langley population. . . .
 - most are highly invested in “our” Cafeteria (i.e., like it, want it to do better/want to be proud of it)
 - most have (moderate-to-strong) “passion” or “energy” about the services, food, menu items, cost, taste, hours, etc. etc.
 - most are willing to continue/increase patronage of the Cafeteria
 - most are highly complimentary of the staff – many were mentioned by name (past and present)
 - most are highly complimentary of the management

Question 1: Made-to-Order Deli Sandwiches

- 70% were aware of the feature, 30% were not
- Most use it (individual & group orders)
- Overall plusses
 - Staff and quality is high
 - Has improved over the last few years, and the new (convection?) oven helps a lot

Question 1: Made-to-Order Deli Sandwiches

- Minuses

- Process & setup not efficient (should look at the Subway “make” process)
- Glad that we don’t pay at the deli anymore – that slowed things down even more
- Ice cream sales slows the deli process (which probably means less ice cream sales) – staff seems overloaded (gloves on/off, phones ringing, etc.)
- most times, leave a message on call-in line, but sandwich is still NOT ready
- The “make” process seems slow (6-7 min./sandwich PLUS long lines PLUS unpredictable wait times
- In prior uses, scrambled/mixed orders
- line length matters – if line looks too long, will not use the deli option

Question 1: Made-to-Order Deli Sandwiches

- Improvements
 - want ability to order on-line or via email or text (less chance of error)
 - want FULL menu on-line (or on wallet card) (with all breads, meats, cheese, optional toppings)
 - want ability to specify “my usual” by name
 - want other grill items (sandwiches, French fries, etc.) on call-in menu
 - consider camera/web video (like traffic jam-cameras) showing line lengths
 - want call-in pizza orders everyday (larger pizzas for groups, smaller for individuals)
 - add soups to deli line
 - add desserts to deli line
 - advertise it more – many thought the service had been discontinued (never see people picking up their sandwiches)
 - advertise it more – it’s great for after-work activities (get it at lunch, take it to after work meetings or sports events or home)

Question 2: New Menu Choices

- Most were aware of at least 1 new menu choice
- Most have tried at least 1
- Most popular is Monday Wings

Question 2: New Menu Choices

- Plusses
 - salad dressing choices okay
 - appreciate no preservatives on salad bar items

Question 2: New Menu Choices

- Minuses

- generally, food is bland. This is good for us, but.
- too much Southern, heavy, fried, over-cooked, taste-the-same foods
- recently saw/ate an enchilada covered with spaghetti sauce (yuck!)
- many items too salty, too garlicky
- prime rib is ALWAYS exactly the same (overcooked)(undercooked)
- not enough lo-fat salad dressings
- veggies/healthy fare is being overcome by “pub fare”. Miss the carrot salad, grab-n-go tossed salad. Menu now offers more high-fat, high-calorie food and less healthy choices
- want more made-to-order items (tacos, salads, wraps, pasta bowls – all on rotating days)

Question 2: New Menu Choices

- Improvements
 - add “Shrimp Day” (steamed, heavy on the Old Bay seasoning, served HOT)
 - add wine and beer
 - add baked chicken on Fried Chicken Wednesday
 - add more healthy, non-greasy foods
 - want HOT grilled/fried chicken on my salad (not cold chicken)

Question 2: New Menu Choices

- Improvements
 - want grilled shrimp/grilled steak/smoked salmon, ground turkey (other protein options for salad bar)
 - want FRESH fruit (strawberries, grapes, blueberries, etc.) not canned or in heavy syrup (similar to Chick-Fil-A fruit salad) – want this everyday (not occasionally add Sushi Bar Day, Raw Bar Day, other ethnic/international foods (Cajun, Caribbean, Thai, Mexican, stir-fry, Italian, German) – and please don't wait until the appropriate month – make this a regular feature
 - want sweet potatoes on Potato Bar
 - want HEALTHY pasta bar (using wheat products or brown rice)
 - want smoothies (lo-fat) at breakfast and lunch (pineapple, strawberry, blueberry, banana)(similar to Tropical Smoothie choices)

Question 2: New Menu Choices

- Improvements
 - want Smoothie punch card
 - PLEASE season the collards
 - when the Chef's Selection is fish or prime rib, want to be able to buy those as sandwiches (have bread or buns on hot line to convert to a sandwich – “meat of the day” as a sandwich option
 - wings are sometimes too well done
 - offer wings on additional day
 - vary the fish/seafood choices
 - price consistently – “side item” wings cheaper than “wing bar”

Question 2: New Menu Choices

- Improvements
 - vary the soups
 - consider running a Recipe Competition (employees submit recipe, cafeteria cooks, customers vote)
 - want veggies on the grill bar (because veggie plate price is too high on the hot bar)
 - prefer FIXED price over WEIGHT price (want to know in advance, can't judge by "eyeballing" amount)
 - want info on nutritional content (fat, calories, carbs, weight watchers points) – and want this info on-line (at @larc menu page)
 - offer lo-sodium soup and regular-sodium soup
 - bring back the specialty wraps (done by Donis' son?) – shrimp, Caesar salad, buffalo, seafood, taco, etc.)

Question 3: Grab-n-Go Items

- Plusses
 - good to use if I'm time-crunched or don't like hot items or if lines are too long
 - sandwiches are okay, reasonably priced, fresh

Question 3: Grab-n-Go Items

- Minuses
 - popular items go first, not much there after 11:30 am

Question 3: Grab-n-Go Items

- Improvements
 - want pre-packaged sushi pack (~9 pieces)
 - want power bars, Slimfast (can), pre-cut veggies, etc.
 - want pre-packed lo-carb or lo-cal items
 - want yogurt parfait w/fresh fruit
 - want more yogurt flavors
 - want grab-n-go soups (hot or cold)
 - want option to buy take-out dinners (quiche, fried chicken box, lasagna, others – call in or on-line order by specified deadline, or order the day before)
 - want Panera-style “u-pick-2” option.

Question 3: Grab-n-Go Items

- Improvements
 - replenish salad bar after 12 noon (soup is always replenished!)
 - want all items priced
 - want fresh fruit cups (strawberries, pineapple, blueberries) (snack size)
 - want sliced apples + peanut butter/caramel
 - want carrots + celery with ranch dip
 - want BAKED Lays potato chips/other healthy choices
 - want boiled eggs (at lunch)

Question 3: Grab-n-Go Items

- Improvements
 - want pre-made cold plate (scoop of chicken salad, tomato, etc.)
 - want breakfast bagel sandwiches
 - want breakfast grab-n-go items (bagels/cream cheese, English muffins, sausage biscuits – already made up)
 - want Grab-n-Go early in the day (want to be able to grab my lunch at breakfast time). Sandwiches (egg salad, tuna, turkey, ham, not many, just a good assortment) available beginning around 8:30 am)

Question 4: Accept Credit Cards

- Would be okay as long as it doesn't increase wait in line
- Concerned about increasing the cost of items to cover cost of accepting credit cards
- Advertise at front door that credit cards are NOT accepted (to make visitors/people on travel aware)
- Use "meal plan" card (like colleges). Start on 1 register, assess and see how it goes
- Do continue to take checks
- If credit cards are accepted, NO SIGNING
- Do keep ATM in lobby
- This is a lower priority than improving the menu items

Question 5: Operating Hours

- Try til 9 am and til 2 pm or later
- Extend hours with abbreviated services
- Grab-n-Go with 1 cashier on extended hours
- More marketing on what IS available and what ARE the hours
- Between 8:30-10:30 am, the Cafeteria “looks” like it is closed (no one is at a register or elsewhere)

Question 5: Operating Hours

- Extend hours – would like WaWa-style snacks (grapes, yogurt, cheese crackers, etc.) available (1:30 to 3 pm)
- Create a “coffee bar” style corner – want to bring my laptop and get a coffee in the afternoon for quiet-time work
- Offer a catered take-out or “dinner-to-go” on certain day(s) – schedule and menu items will vary – purchase/pay in advance

Miscellaneous Comments

- Pricing is fabulous and offers good value
- Want ground turkey patties at lunch
- Want turkey sausage at breakfast

Overall Summary

